

NOVEMBER/DECEMBER 2023

CSEN56 — CONTENT WRITING

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What are the three components of a specific purpose statement?
2. What are four examples of digital content?
3. What are English writing tools?
4. What are the C's in content writing?
5. What is layout format?
6. What is an advertisement?
7. What are Big four social media tools?
8. What is this social media?
9. What are the five elements of a short film?
10. What is social advertisement also known as?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Define instant messaging, emailing and blogging.

Or

- (b) Explain target identification and focus content writings.

12. (a) Give ten Techniques used to improve content writing.

Or

- (b) What is Grammarly? Explain the usage of Grammarly.

13. (a) Write ten objectives of Mobile Advertising.

Or

- (b) How can you improve Descriptive writing style?

14. (a) Write a short note on of Social media.

Or

- (b) Explain the importance blogs.

15. (a) Describe Effective Content Writing.

Or

- (b) How do you judge a good commercial writing?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Write an essay on Publication Platforms.
17. Describe Tools, Tips, and Techniques.
18. Explain the importance of Category of Ads.
19. Give a detailed explanation on Social media tools.
20. Write the techniques of short film.